



WPTV

ORDER

Print Date 09/18/12

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Flight Dates **09/25/12-10/01/12**

Contract / Revision **311394 /**

Original Date / Revision
09/18/12 09/18/12

Advertiser **House Majority PAC**

Agency **Waterfront Strategies**

Buying Contact

**1010 Wisconsin Avenue NW - Suite
Washington, DC 20007**

Product

79-House Majority PAC

Agency Com 15%

Billing Contact

**1010 Wisconsin Avenue NW - Suite
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # **1805**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	12	\$13,430.00	\$15,800.00	0.00
October 2012	2	\$2,507.50	\$2,950.00	0.00
Totals	14	\$15,937.50	\$18,750.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/30/12	12	\$13,430.00	\$15,800.00
10/01/12	10/01/12	2	\$2,507.50	\$2,950.00

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WPTV	09/25/12	10/01/12	M-F 430-5a M-F 430-5a	CM	430-5a	MTWTF--	:30	1	\$250.00	P-2	0.00 NM	1	\$250.00
N 2	WPTV	09/25/12	10/01/12	M-F 5-6a M-F 5-6a	CM	5-6a	MTWTF--	:30	1	\$750.00	P-2	0.00 NM	1	\$750.00
N 3	WPTV	09/25/12	10/01/12	M-F 7-9a M-F 7-9a	CM	7-9a	MTWTF--	:30	1	\$3,000.00	P-2	0.00 NM	1	\$3,000.00
N 4	WPTV	09/25/12	10/01/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	1	\$950.00	P-2	0.00 NM	1	\$950.00



WPTV

Print Date: 09/18/12

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Contract / Revision **311394** Flight Dates **09/25/12-10/01/12**

Hiatus Dates

Original Date / Revision 09/18/12/ 09/18/12

Order Sep 00:20:00

Advertiser **House Majority PAC**

Product **79-House Majority PAC**

Estimate # **1805**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	WPTV	09/25/12	10/01/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	1	\$950.00	P-2	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--					1	\$950.00		0.00			
N 5	WPTV	09/25/12	10/01/12	M-F 11-12n M-F 11-12n	CM	11a-12p	MTWTF--	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--					1	\$450.00		0.00			
N 6	WPTV	09/25/12	10/01/12	M-F 2-3p M-F 2-3p	CM	2-3p	MTWTF--	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--					1	\$350.00		0.00			
N 7	WPTV	09/25/12	10/01/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	MTWTF--	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--					1	\$850.00		0.00			
N 8	WPTV	09/25/12	10/01/12	M-F 5-530p M-F 5-530p	CM	5-530p	MTWTF--	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--					1	\$2,000.00		0.00			
N 9	WPTV	09/25/12	10/01/12	M-F 530-6p M-F 530-6p	CM	530-6p	MTWTF--	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--					1	\$2,000.00		0.00			
N 10	WPTV	09/25/12	10/01/12	M-F 6-630p M-F 6-630p	CM	6-630p	MTWTF--	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--					1	\$3,000.00		0.00			
N 11	WPTV	09/25/12	10/01/12	M-F 7-730p M-F 7-730p	CM	7-730p	MTWTF--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--					1	\$1,200.00		0.00			
N 12	WPTV	09/25/12	10/01/12	M-F 730-8p M-F 730-8p	CM	730-8p	MTWTF--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--					1	\$1,200.00		0.00			
N 13	WPTV	09/25/12	10/01/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	MTWTF--	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--					1	\$2,000.00		0.00			
N 14	WPTV	09/25/12	10/01/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	MTWTF--	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--					1	\$750.00		0.00			
Totals														14	\$18,750.00